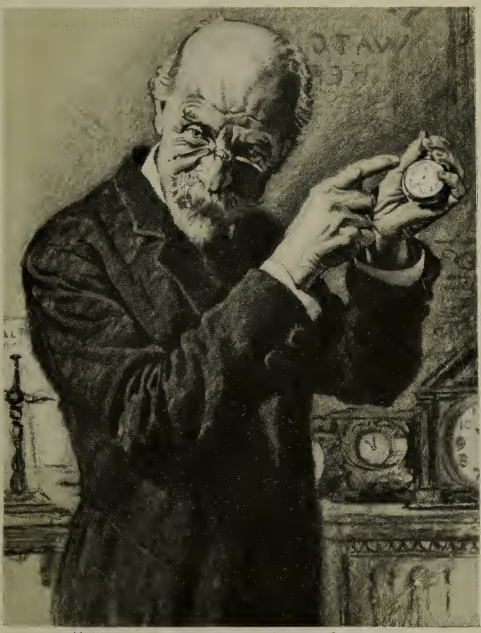
WALTHAM PUBLIC LIBRARY
3 4867 00648 3004



"Its time you owned a Waltham"

WALTHAM WATCHES

Some of their *Qualities, Styles, Trade-Marks* and *Prices* for careful buyers to consider

Wal. Ref.
IND./W.W.Co./Box 1/ CAT 2/4
681
WAL

PROGRESS IS THE WATCHWORD OF THE WALTHAM WATCH COMPANY

THE march of progress in watchmaking has always been led by Waltham. It began with the system of interchangeable parts which was originated more than fifty years ago at the Waltham factory, and has continued to include the recent marvelous, patented improvements found only in our movements. Waltham watches always win in competition with the world's best. They have received the highest awards wherever exhibited, and have taken the gold medal at every great exposition in the United States, from Philadelphia in 1876 to Seattle in 1909.

Machinery has been designed, constructed and used exclusively at the Waltham factory capable of producing marvelously delicate and accurate parts unapproached by any other manufacturing process in the world. The Waltham Company, with this wonderful machinery, is the only one equipped to manufacture reliable small watches. The slightest defect in a single part of a small watch would have noticeable effect on the time-keeping qualities of the movement. The superiority of Waltham movements in the small sizes, ordinarily so difficult to make, assures accuracy and reliability in the larger and consequently more easily constructed movements.

The Waltham Company makes eight sizes and more than seventy styles of movements, adapted to every possible requirement. These movements are made for both Open Face and Hunting cases. We do not make *watch cases*, although some of our watches, such as the Colonial, Jewel Series, 10 Ligne, and some of

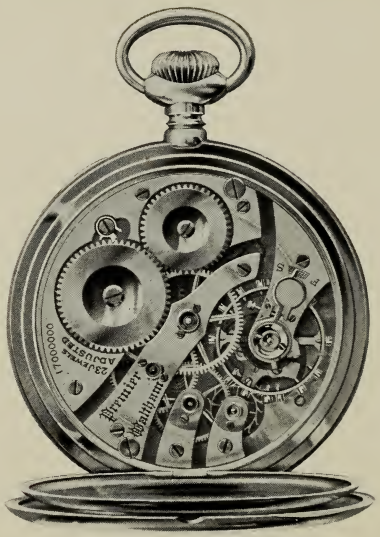
the higher grades, are cased and timed at the factory.

All Waltham watches are the best in their respective grades, even the lower priced Waltham movements maintaining an enviable record for correct time-keeping. Where, however, under exacting conditions great accuracy is demanded, we recommend our high grade watches, tested for variations in temperature and position. In all such Waltham watches the word "Adjusted" will be found engraved on the movement.

Select a strong case suited to your means and proof against dust or moisture, and a movement adapted to your requirements. It is much more important that judgment be exercised in the selection of the *movement*, which is the timekeeper, than of the case, although it is necessary that the case be strong and well put together, and heavy enough to protect the movement. A very thin, solid gold case, which, because of its lightness does not properly protect the movement, is not as desirable as a gold-filled, or even a silver case, made thick enough to withstand outside pressure to which the watch may be subjected.

Observe for your protection the name "Waltham," which appears on the plates of every Waltham movement. In many grades the *trade-mark name* of the movement is also plainly engraved on the plates. Look for such trade-marks as "Premier Maximus," "Riverside Maximus," "Vanguard," "Riverside" (see page 10). Always look for the name "Waltham" on the movement; the name on the dial is not always sufficient. The Waltham Company is independent, and is not controlled by any Trust or Case Company.

The **Premier Maximus,** 16 size, shown in the illustration below, is by far the finest watch movement ever constructed. The jewels are the best that can be procured, and all the material used is of the highest grade and finish. The watch is in a class by itself, unapproached in appearance and precision. It contains twenty-three diamond, fine ruby and sapphire jewels; three pairs diamond caps; raised gold settings; balance, pallet and escape pivots running on diamonds; jeweled main wheel bearings; is accurately tested for temperature, isochronism and five positions; has double roller escapement; steel escape wheel with gold hub; patent micrometric regulator; steel parts highly finished with rounded, polished corners; winding indicator, showing on the dial the number of hours the watch has run.

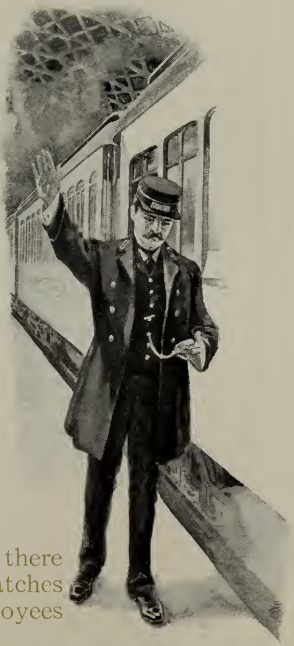


Prices

In 14 k. solid gold open face case	$235.00
In 18 k. solid gold open face case	250.00

RAILROAD MOVEMENTS 18 and 16 SIZE

Waltham watches set the standard on all the railroad systems in this country. Railroad men must have very close running watches, since loss of life may result if the watch makes an error. It is a practice on all standard railroads in the country to maintain a system of watch inspection under the supervision of an expert watch inspector, who has under him district inspectors located at intervals along the line of the railroad. All trainmen, engineers, firemen, conductors, brakemen and switchmen must submit their watches for frequent examination and correction, if necessary. Railroad companies insist that their men carry watches tested and adjusted for temperature and five positions. It is interesting to note that no foreign watch which can be bought for a reasonable price, is accurate enough for railroad purposes. They will not pass inspection, and their use is not permitted. It is a significant fact that there are more Waltham watches used by railroad employees than any other make.



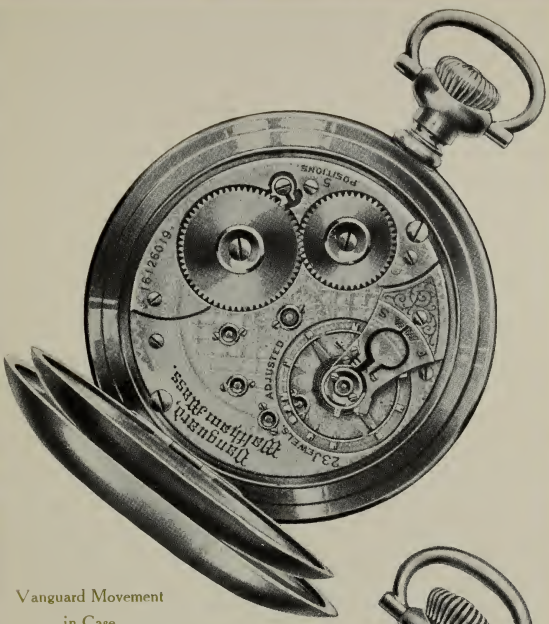
The **Vanguard** is the best railroad watch made in the world. It is strongly constructed for exacting railroad service. While the frame of the ordinary movement is composed of seven parts, the Vanguard model has but four parts. The soundest principles of watch construction are carried out in this model. The improved steel barrel contains a mainspring of extra width and length, so that during the ordinary twenty-four hour run the power is uniform, and in case of emergency the watch will keep accurate time for more than forty hours.

Vanguard watches have nineteen to twenty-three diamond, fine ruby and sapphire jewels, raised gold settings. These watches are tested for temperature, isochronism and five positions; have both balance pivots running on diamonds; double roller escapement; patent micrometric regulator; jeweled mainwheel bearings, and other material of the highest grade.

Other Waltham railroad watches are the Crescent St., Riverside, No. 845 and No. 645.

Prices, Without Case

Vanguard,	18 and 16 size,	23	jewels, . . .	$40.00
Vanguard,	18 size,	21	" . . .	37.50
Vanguard,	18 and 16 size,	19	" . . .	35.00
Crescent St.,	18 and 16 size,	21	" . . .	31.50
No. 845,	18 size,	21	" . . .	28.00
No. 645,	16 size,	21	" . . .	28.50
Riverside,	16 size,	19	" . . .	28.50



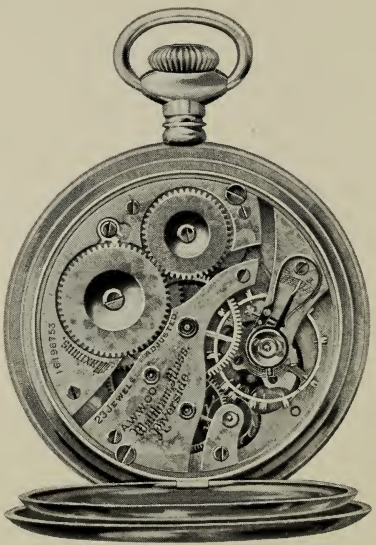
Vanguard Movement
in Case

Waltham Railroad Watch
Showing Silver Finish Dial

The **Riverside Maximus** was, in point of construction, accuracy and appearance, for many years the foremost watch movement made in the world, and is now only excelled by the Premier Maximus.

The Riverside Maximus 12 and 16 size has twenty-three diamond, fine ruby and sapphire jewels; two pairs of diamond caps; both balance pivots running on diamonds; raised gold settings; is accurately tested for temperature, isochronism and five positions; has double roller escapement, gold train and other material of the highest order.

The Riverside Maximus is made in 16, 12 and Colonial sizes.



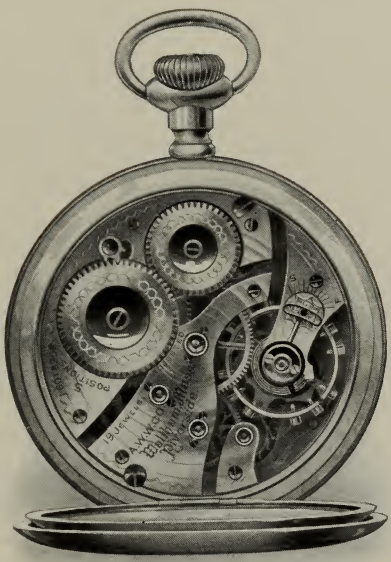
Prices

16 size,	23 jewels, without cases	$70.00
12 size,	23 " " "	70.00
Colonial,	23 "	$120.00 to 155.00

according to case.

The **Riverside** has been for more than a generation one of the foremost Waltham trademarks. All 19-jewel Riverside movements are tested for temperature, isochronism and five positions.

The Riverside is made in 16, 12, Colonial and 0 sizes.



Prices

16 size,	19 jewels, without case	$28.50
12 size,	19 " " "	28.50
0 size	17 " " "	24.00
Colonial,	19 " . . . . . from $50.00 to	100.00
	according to the case (see page 11.)	
Jewel Series,	17 jewels	$40.00 and upwards

The **"Royal."** This well-known trade-mark is made in the following sizes, and meets all the requirements for a very reliable and at the same time moderate priced watch.

Prices

16 size, 17 jewels, without case	$18.00
12 size, 17 " " "	18.00
Colonial, 17 "	from $50.00 to 120.00

according to case (see page 11).

The **"P. S. Bartlett"** is a famous old Waltham trade-mark; its name has become a synonym for reliability in the watch world. More than six hundred thousand of these watches are in use.

The "P. S. Bartlett" movements contain 17 jewels and are made in 18 and 16 size.

NON-MAGNETIC WATCHES

The Waltham Company, through costly experiments extending over many years, discovered certain alloys that would make satisfactory watch parts, and which would not be affected by magnetism. Watches thus made are valuable for persons constantly employed near dynamos. Persons in ordinary walks of life, however, should not now require a non-magnetic watch, since modern electrical practice, with its insulated fields, has rendered this unnecessary.

Non-magnetic watches are made in the following grades and sizes:

Prices, Without Case

Riverside Maximus, 16 size, 23 jewels	$85.00
Vanguard, 18 " 23 "	55.00
Riverside, 16 " 19 "	45.00

WALTHAM TRADE-MARKS

Arranged for convenience, by grades and sizes.

Adjusted to Temperature and Positions:

Premier
Waltham

23 jewels, made in 16 size.

A.W.W.Co. Waltham, Mass. Riverside. Maximus

23 jewels, made in 16 size, Colonial, and 12 size.

Vanguard, Waltham Mass.

23 jewels, made in 18 and 16 size.
21 " " 18 size.
19 " " 18 and 16 size.

Crescent St. WALTHAM, MASS.

21 jewels, made in 18 and 16 size.
19 " " 18 size.

A.W.W.Co. WALTHAM, MASS. 845

21 jewels, made in 18 size.

645 A.W.W.Co. WALTHAM, MASS

21 jewels, made in 16 size.

A.W.W.CO. Waltham, Mass. Riverside

19 jewels, made in 16 and 12 size.

A.W.W.Co. WALTHAM, MASS ROYAL

17 jewels, made in 16, Colonial, and 12 size.

Movements Adjusted to Temperature:

Riverside Maximus, 19 jewels, made in O size.
Riverside, 17 jewels, made in O and Jewel Series.

P. S. Bartlett. WALTHAM, MASS.

17 jewels, made in 18 and 16 size.

A.W.W.CO. WALTHAM, MASS. Diamond

17 jewels, made in Jewel Series.

A.W.W.CO WALTHAM MASS Ruby

17 jewels, made in Jewel Series.

A.W.W.CO. Ruby Waltham

16 jewels, made in 6 and O size.

COLONIAL WATCHES

The demand for a gentleman's superfine watch, somewhat smaller than 16 size and very much thinner than American watches had ever been made, was met by the Waltham Company in the Colonial Series. This watch is the latest refinement of the watchmaker's art, and is in every sense the watch *de luxe* of this generation. It is *the* thin model—as thin as a reliable timepiece can safely be made. The Colonial watch for professional, business and social life, combines the highest art with the sound principles of Waltham watch construction.

All Colonial watches are sold in cases selected and carefully fitted at the factory. These movements are thoroughly tested before and after they are cased.

They are sent out in attractive display boxes as illustrated on page 13, and a fixed selling price is plainly marked on the descriptive card accompanying each watch. Colonial watches are fitted with enamel dials, or gold or silver finish metal dials.

Prices, with Case

Riverside Maximus,	23 jewels	$120.00 to	$155.00
Riverside,	19 "	50.00 to	100.00
Royal,	17 "	37.50 to	90.00
No. 1425, unadjusted,	17 "	30.00 to	60.00
No. 1420, unadjusted,	15 "	26.00 to	46.00

The above prices depend on the quality of the case selected.

23 Jewel, Colonial Series

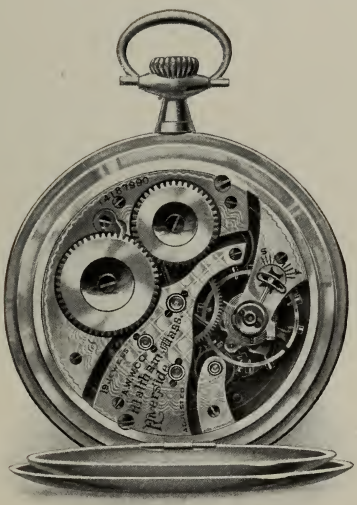
The Colonial Series Watch, Thin Model

Colonial Series watches are delivered in attractive display boxes (cut is ⅓ actual size). The price is plainly printed on the descriptive card accompanying the watch.

12 SIZE

The 12 size is the smallest watch made for men. Because of its compactness, strength and exceptional running qualities, this size is one of the most popular of all Waltham products. The Japanese, who are searching the western world for the best in every line, are particularly partial to this watch. It is, in fact, the standard watch of Japan.

The 12 size is made in the following adjusted grades: Riverside Maximus, Riverside, and Royal.



Price, Without Case

Riverside Maximus,	23	jewels	$70.00
Riverside,	19	"	28.50
Royal,	17	"	18.00

WATCHES FOR WOMEN

Until recent years, *appearance* was the only requirement in women's watches. The advent of the business woman, who has now become a permanent factor in mercantile life, has created a demand for a *reliable* small watch. The Waltham Company has anticipated and met this twentieth century need, and its small watches are not only beautiful to look upon, meeting the most fastidious of feminine tastes, but are just as dependable for all business requirements as are the larger sizes.

Since attractive watch cases may contain inferior movements, it is especially important that the quality of the works be ascertained. It is here that the reliable jeweler will help the purchaser. The time has long since passed when a woman can be satisfied, in purchasing a watch, if the case only suits her fancy. Be sure that the name "Waltham" appears, not only on the dial, but on the movement itself.

6 SIZE

6 Size is the largest Waltham watch made for women. It is a strongly built, reliable watch. The 6 size dial is large enough to permit distinct markings under the second hand, a feature that commends itself especially to trained nurses.

The most popular movement in this size is the (trade-mark) "Lady Waltham," which is made of solid nickel, has sixteen ruby jewels, is adjusted to temperature, has patent micrometric regulator and other high grade parts.

Price, without case $11.00

0 SIZE

0 Size. For years the Waltham 0 size was the smallest American watch made. It now, however, occupies an intermediate place, being smaller than the 6 size and larger than the more recent models, Jewel Series and 10 Ligne. These movements are reliable and attractive, the size permitting a wide variation in style of cases. There are more 0 size Waltham watches carried by women than any other.

O size watches are made in the following grades:

Prices, Without Cases

Riverside Maximus,	19 jewels	$30.00
Riverside,	17 "	24.00
Lady Waltham,	16 "	16.00

Jewel Series. This movement is exactly the size of a twenty-five cent piece. Until these watches were produced at Waltham, all such very small watches were of foreign manufacture, and were either so costly that their sale was extremely limited, or they were so unreliable that they were of little use. The advent of the Jewel Series watch made it possible for women to buy at a moderate cost a very small watch, beautiful in its appearance, yet fully up to the standard of accuracy demanded in all Waltham watches.

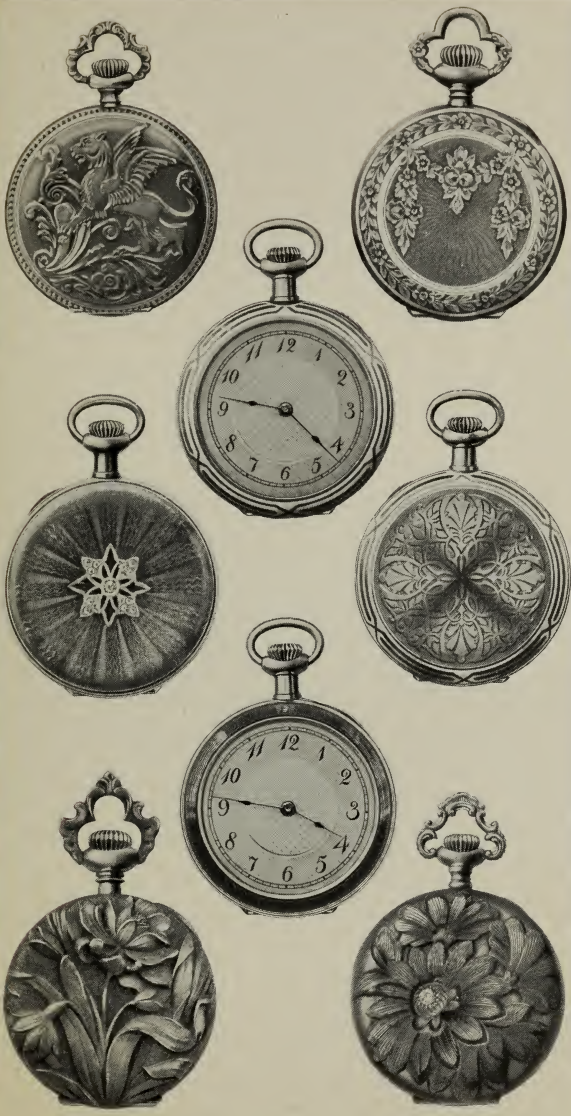
Case-makers have taken advantage of the fact that the Jewel Series movement affords a wider latitude for their artistic skill than the larger size. Consequently, women who purchase one of these movements are offered a great variety of cases from which to make a selection, ranging from the plain, at a moderate cost, to cases richly enameled and studded with costly gems of exquisite beauty.

The "Diamond" Jewel Series is the watch par excellence for women, just as the "Colonial" is for men.

Jewel Series movements are made in the following grades:

Diamond, 17 jewels
Riverside, 17 "
Ruby, 17 "
Sapphire, 13 "

Jewel Series watches are always sold in cases fitted at the factory. Because of the wide range in style and cost of cases, it is impracticable to quote prices in this book.



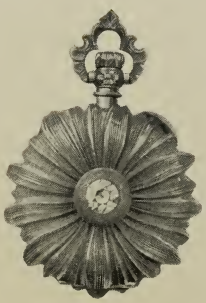
The **10 Ligne** Waltham watch is the smallest practical watch made in the world. The movement is the size of a nickel five-cent piece.

Although they are so tiny and the smallest and most delicate material is necessarily used in their construction, the unsurpassed machinery and skilled labor at Waltham have made possible the production of these beautiful and accurate watch movements.

Here again, because of the tiny size of the watch, the case-maker has given free rein to his creative genius; and as a result 10 Ligne cases, varying from plain to the most elaborate designs imaginable, are to be found in the stocks of discriminating jewelers.

10 Ligne movements are made in one quality, with sixteen ruby jewels, raised gold settings, gold center wheel, steel escape wheel, patent Breguet hairspring hardened and tempered in form, patent micrometric regulator and other finely finished parts.

10 Ligne movements are cased and timed at the factory. The price varies according to the quality of the case selected.

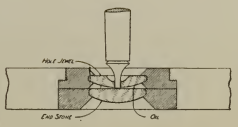


SOME OF THE REASONS WHY WALTHAM WATCHES ARE THE BEST WATCHES IN THE WORLD

The **Mainspring** is the life of the watch. It must do its work well, from the point of tension when fully wound up, to that of comparative rest when the watch is nearly run down. It must have just the right temper and size and shape, be lively but not too flexible, strong but not too stiff. By our own secret processes and machinery we have achieved the feat of giving Waltham mainsprings the required qualities in their exact and true proportion throughout, and have become the foremost mainspring manufacturers of the world, with a daily output of 15,000 springs.

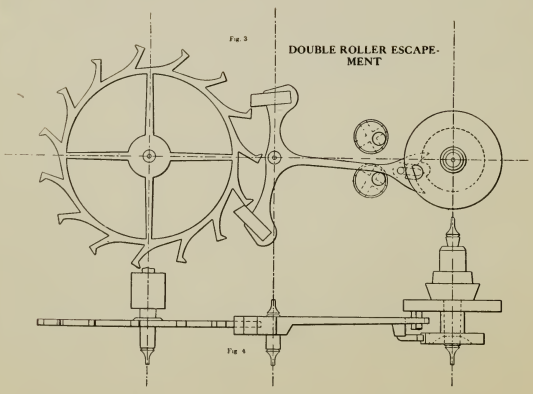
The **Hairspring** is one of the most vital parts of a watch, and experience has shown that the (so-called) "Breguet" form of spring is the best. All Waltham hairsprings are accurately formed to the required pattern while soft, and, by a patented process discovered and used only at Waltham, the springs are held in this form during the process of hardening and tempering. This is why Waltham-made hairsprings are the best in the world.

Diamond Endstones against which the ends of the pivots of both the balance staff and the escape pinion rest, are used in high grade Waltham watches to reduce friction. The balance of a watch vibrates 18,000 times an hour, and the escape wheel 9,000 times an hour. The accompanying illustration shows the position of these endstones in the gold settings, and the relation they bear to the fast running pivots, practically eliminating all friction.



The **Escapement** is a very important part of a watch. All Railroad and other high grade Waltham movements have double roller escapements. In a book of this kind it would be impracticable to attempt any technical description of this most intricate part of watch construction, but we show, however, a drawing of the double roller escapement, with the various parts named.

The Waltham Watch Company has always been dominated by expert watchmakers who love a watch. The most rigid inspection is given every part of a Waltham watch at the conclusion of each stage in its manufacture. It is because the parts are as nearly perfect as human ingenuity can make them, and because they are afterwards put together by the most skillful workmen engaged in any industry, that Waltham watches are the best watches in the world.



DOUBLE ROLLER ESCAPEMENT

LAST WORDS

All the best and most reliable watchmakers and jewelers carry our watches in stock, but if you do not find the exact style desired, please write to the Waltham Watch Company, Waltham, Mass.

To meet the demand for a watch lower in grade than the finely finished, accurately adjusted movements described in this booklet, the Waltham Watch Company manufactures unadjusted movements in the various sizes.

These watches are up to the Waltham standard of excellence for their respective grades, and are guaranteed against defects and to be accurate and reliable timepieces. While they are not elaborately finished, they are surprisingly attractive in appearance, and render splendid service to their owners. Most of them bear no trade-mark name. They are known to the jewelers by numbers, such as No. 825, 18 size; No. 620, 16 size; No. 225, 12 size; V, 6 size; No. 115, 0 size, etc. The movements are plainly stamped with the name "Waltham," but the purchaser may not always be as sure of the grade of his watch as when he buys a trade-mark watch of known quality, as a "Vanguard," "Riverside," etc.

No Waltham watches are made with less than 7 jewels. In fact, no *real* watch contains less. The slight difference in the price of a "Waltham" over the pocket clocks sometimes offered as watches, is really of no consequence when value, length of service and kind of service is considered.

Fac-simile of Medals Awarded Waltham Watches.

Waltham watches, when placed in competition with other makes, have always received the highest awards, not only in this country, but at all foreign expositions.

When you buy a watch, buy from a reliable dealer—one of established reputation. Look for the name of the factory that issues the movement. Put your confidence in the trademark "Waltham" and you will be repaid. *There* is your strongest guarantee.

COPYRIGHT 1911 BY WALTHAM WATCH CO.

AMERICAN LITHOGRAPHIC CO., NEW YORK